MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BMK3144 – MULTIMEDIA & MARKETING

(All sections / Groups)

6 JUNE 2018
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages (excluding cover page) with **FOUR (4)** questions only.

2. Attempt **ALL** questions.

3. All questions carry equal marks and the distribution of the marks for each question is given.

4. Please write all your answers in the Answer Booklet provided.

Attempt ALL questions.

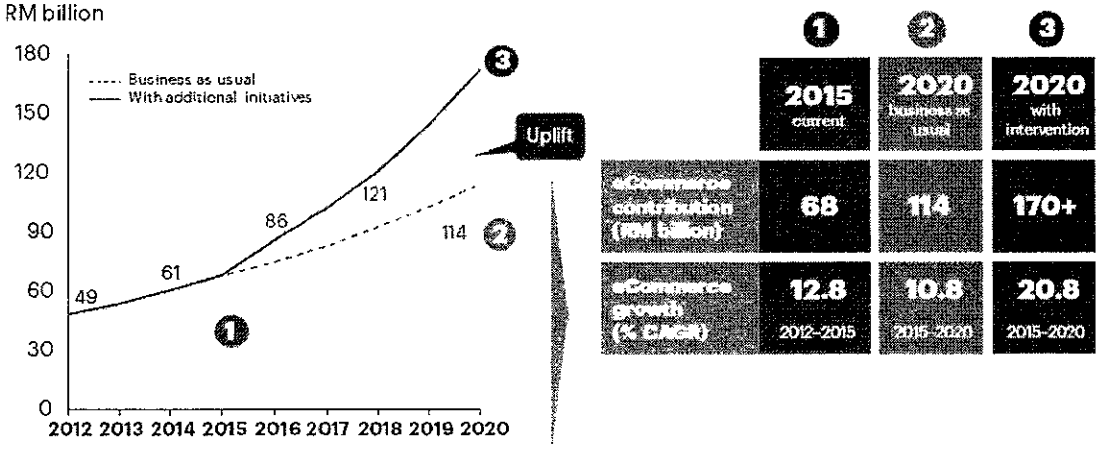
Question 1

"The evolvement of e-commerce sector will put Malaysia on track as a leading ASEAN logistics hub which will place it on the global logistics map", says the Transport Minister, Datuk Seri Liow Tiong Lai.

E-commerce has been recognized as a critical enabler to accelerate the revenue growth for the Malaysian economy, under the Digital Malaysia Initiative. Malaysia Digital Economy Corporation director of e-commerce enablement Wee Huay Neo mentioned internet penetration in Malaysia stands at 67%, while e-commerce contributes 5.8% to the nation's gross domestic product, just 0.6% below the target set for 2020.

Figure 5.

Growth of Malaysia's eCommerce market could double by 2020



"Malaysia's e-commerce market will continue to be highly attractive with plenty of room to grow. The increasing consumer spending, the growing number of internet users and the greater acceptance of mobile e-commerce are the main drives." she told *SunBiz*.
Source : Blueninja.IO, March 21, 2018

As the buying and selling of products online become increasingly popular, the e-commerce market aims to make online shopping experience even more seamless. Examine any **FIVE (5)** e-commerce trends we can expect in the year 2018.

(25 marks)

Continued...

Question 2

Price is at the very core of the market economy, all the characteristics of the product; quality, quantity, timing, options, are embodied in this one simple number. The starting point of industrial economics is the notion of a market with perfect competition. In this setting, all firms are price takers; they simply do not set prices and competition drives prices down to marginal cost. The analysis of price discrimination has long been recognized that it can be for good and for bad – and sometimes even necessary.
Source : Konkurrensverket, 2005

Compare **TWO (2)** points and contrast **TWO (2)** points of implementing a price discrimination strategy for a Small-Medium Enterprise (SME). Provide relevant examples in your answer.

(25 marks)

Question 3

Choose any existing company and discuss its current online strategies from any **FIVE (5)** elements of the marketing mix. Include a brief recommendation on improving their online strategies based on the marketing mix that you have chosen.

(25 marks)

Question 4

Evaluate **FOUR (4)** steps in planning an integrated campaign. Include relevant examples in your explanation.

(25 marks)

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